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# Sales rise 26%; extra day helps

By Philly Murtha
AUTOMOTIVE NEWS STAFF REPORTER

Primed with rebates on 1989 and some 1990 models, U.S. car and light-truck makers sold 26.80 percent more vehicles in mid-September than in the comparable period last year. This year's period had nine selling days compared with eight in 1988.

Sept. 11-20 new-vehicle deliveries totaled 341,536, compared with the 269,357 cars and light trucks sold in mid-September a year ago. The daily selling rate was up 12.71 percent.

"It's pretty clear the strength has been caused by incentives. If they (the carmakers) hadn't done it, there would have been a definite lull," said Ann Knight, analyst and vice president, Paine Webber in New York. Sales would have fallen off a cliff without incentives, she added.

About 63 percent of this year's gain came from General Motors' heavily rebated cars and light trucks. GM sold 45,260 more vehicles this year, an increase of 36.96 percent.

Ford Motor Co. sold 16.32 percent more cars and light trucks, and Chrysler Motors' deliveries rose 13.33 percent. Of the four domestic car-truck producers, only Nissan reported a drop — 48.64 percent — from the 1988 period.

Mid-September new-car sales climbed to 211,966 units, 23.97 percent more than last year's 170,988. Only transplant Nissan reported an appreciable decline.

The four U.S. light-truck makers sold 129,570 vehicles this year, compared with 98,369 in 1988, for a gain of 31.72 percent.

Incentives and news of price increases helped boost sales and reduce inventories in mid-September for Courtesy Chevrolet and Oldsmobile in Shelby, Ohio. Steve Bird, sales manager, said Chevrolet trucks and Oldsmobile Cutlass Ciera were strong.

Cliff Hoose, general manager of Bill Luke Chrysler-Plymouth in Phoenix, Ariz., said, "We're on target. Voyager and New Yorker are selling and incentives have doubled and even trebled Horizon and Sundance deliveries."

Big 3 carmakers reported gains of 15 to 25 percent in the period. One transplant held steady and the others ranged from a loss of 50 percent to an increase of 250 percent.

Helped by "Big Easy" incentives, GM dealers sold 24.54 percent or 21,426 more cars in mid-September. All divisions reported increases over last year.

Ford sold 15.37 percent more cars than it did in 1988, although Lincoln deliveries were off 12.82 percent.

Chrysler Motors reported a 14.82 percent car sales increase, mainly due to Dodge and Plymouth gains and plenty of incentives.

Among the transplants, sales of U.S.-built Hondas jumped 85.24 percent in mid-September, and Toyota more than tripled its sales of U.S.-produced cars. U.S.-built Camrys were not on the market at this time last year.

On the other hand, Mazda's 10-day sales slipped by 11 units, and Nissan delivered about half as many domestically produced Sentras as it did during the 1988 period.

GM led the U.S. light-truck makers with a gain of 64.25 percent, or 23,834 units, over last year's comparable 10 days. Ford sold 17.62 percent more trucks, and Chrysler's deliveries rose 11.70 percent. Nissan's truck sales plummeted 46.06 percent in mid-September.

## DOMESTIC SALES

| CARS | Sept. 11-20, 1989 | Sept. 11-20, 1988 |
|---|---|---|
| Eagle | 1,712 | 1,790 |
| Chrysler | 4,917 | 5,789 |
| Dodge | 11,630 | 10,286 |
| Plymouth | 9,839 | 6,607 |
| Chrysler Motors | 28,098 | 24,472 |
| Ford | 38,900 | 33,358 |
| Mercury | 13,176 | 10,583 |
| Lincoln | 4,271 | 4,899 |
| Ford Motor Co. | 56,347 | 48,840 |
| Buick | 19,747 | 16,688 |
| Cadillac | 9,167 | 5,710 |
| Chevrolet | 34,196 | 27,585 |
| Oldsmobile | 23,079 | 19,579 |
| Pontiac | 20,591 | 15,792 |
| General Motors | 106,780 | 85,354 |
| Honda | 11,033 | 5,956 |
| Mazda | 929 | 940 |
| Mitsubishi | 1,422 | — |
| Nissan | 1,912 | 3,890 |
| Toyota | 5,445 | 1,536 |
| **U.S. Car Total** | **211,966** | **170,988** |
| **TRUCKS** | | |
| Chrysler | 104 | 0 |
| Dodge | 12,689 | 11,321 |
| Jeep | 7,579 | 6,673 |
| Plymouth | 4,386 | 4,171 |
| Chrysler Motors | 24,758 | 22,165 |
| Ford Motor Co. | 42,091 | 35,787 |
| Chevrolet | 47,021 | 28,930 |
| GMC | 13,908 | 8,165 |
| General Motors | 60,929 | 37,095 |
| Nissan | 1,792 | 3,322 |
| **U.S. Truck Total** | **129,570** | **98,369** |
| **U.S. Car-Truck Total** | **341,536** | **269,357** |

## '85-'86 Escort, Lynx, EXP to be recalled

DEARBORN, Mich. — Ford Motor Co. will recall nearly 500,000 1985 and 1986 Mercury Lynx and Ford Escort and EXP models with four-cylinder, 1.9-liter engines, to repair emission-control systems.

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# AUCTION DATES

## Chrysler Motors

Oct. 3 — Clanton's Auto Auction, Darlington, S.C.; Southern Auto Auction, East Windsor, Conn.; Hatfield Auto Auction, Hatfield, Pa.; Golden Gate Auto Auction, Fremont, Calif.; South Seattle Auto Auction, Kent, Wash.; and Dallas Auto Auction, Grand Prairie, Texas.

Oct. 4 — Columbus Fair Auto Auction, Obetz, Ohio; Denver Auto Auction, Aurora, Colo.; and Minneapolis Auto Auction, Plymouth, Minn.

Oct. 5 — Big Sky Auto Auction, Billings, Mont.; Fredericksburg Auto Auction, Fredericksburg, Va.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Salt Lake Auto Auction, Salt Lake City; Amarillo Auto Auction, Amarillo, Texas; and Southern States Vehicle Auction of Atlanta, Newman, Ga.

Oct. 6 — St. Louis Auto Auction, St. Louis, and Tri-State Auto Auction, Cicero, N.Y.

Oct. 10 — American Auto Auction, Walpole, Mass.; Arena Auto Auction, Chicago; Florida Auto Auction of Orlando, Ocoee, Fla.; Portland Auto Auction, Portland, Ore.; Riverside Auto Auction, Riverside, Calif.; Greensboro Auto Auction, Greensboro, N.C.; and San Antonio Auto Auction, San Antonio, Texas.

Oct. 11 — A.D.E. of Birmingham, Moody, Ala., and Butler Auto Auction, Gibsonia, Pa.

Oct. 12 — Northway Exchange, Clifton Park, N.Y.; Aptco Auto Auction, Taylor, Mich.; Indianapolis Auto Auction, Indianapolis; Omaha Auto Auction, Omaha, Neb.; Southwest Auto Auction, Chandler, Ariz.; Ark-La-Tex Auto Auction, Shreveport, La.; and Manheim Auto Auction, Manheim, Pa.

Oct. 17 — Clanton's Auto Auction, Darlington, S.C.; Southern Auto Auction, East Windsor, Conn.; Hatfield Auto Auction, Hatfield, Pa.; Nashville Auto Auction, Nashville, Tenn.; South Seattle Auto Auction, Kent, Wash.; Golden Gate Auto Auction, Fremont, Calif.; and Dallas Auto Auction, Grand Prairie, Texas

## Ford Motor Co.

Oct. 3 — Newburgh Auto Auction, Newburgh, N.Y.

Oct. 4 — Northway Auto Auction, Clifton Park, N.Y.; Baltimore-Washington Auto Exchange, Baltimore; Texas Hobby Auto Auction, Houston; and Southern California Auto Auction, Fontana, Calif.

Oct. 5 — Brasher's California Auto Auction, Rio Linda, Calif., and St. Louis Auto Auction, Bridgeton, Mo.

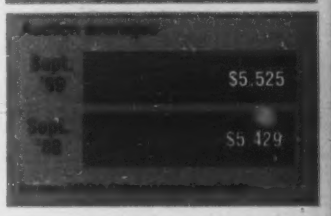
Oct. 10 — Ohio Auto Auction, Grove City, Ohio; Harrisonburg Auto Auction, Harrisonburg, Va.; Bay Cities Auto Auction, Hayward, Calif.; and South Seattle Auto Auction, Kent, Wash.

Oct. 11 — Aptco Auto Auction, Taylor, Mich.; Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Greater Tampa Bay Auto Auction, Tampa, Fla.

Oct. 12 — Auto Auction of Billings, Billings, Mont.; Denver Auto Auction, Aurora, Colo.; Interstate Auto Auction, Mercer, Pa.; Minneapolis Auto Auction, Plymouth, Minn.; Nashville Auto Auction, Nashville, Tenn.; and Skyline Auto Exchange, Fairfield, N.J.

Oct. 17 — Greater Chicago Auto Auction, Chicago, and Newburgh Auto Auction, Newburgh, N.Y.

## Used car sales




Oct. 18 — Atlanta Auto Auction, Red Oak, Ga.; Clanton's Auto Auction, Darlington, S.C.; Mississippi Auto Auction, Hattiesburg, Miss.; Texas Hobby Auto Auction, Houston; Southern California Auto Auction, Fontana, Calif.; Omaha Auto Auction, Omaha, Neb.; and Salt Lake Auto Auction, Salt Lake City.

## General Motors

Oct. 3 — A.D.E. of Birmingham, Moody, Ala.; National Auto Dealers Exchange, Bordentown, N.J.; and Florida Auto Auction of Orlando, Ocoee, Fla.

Oct. 4 — Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; and Statesville Auto Auction, Statesville, N.C.

## Model-year breakdown

Oct. 5 — Denver Auto Auction, Aurora, Colo.; Aptco Auto Auction, Taylor, Mich.; Butler Auto Auction, Gibsonia, Pa.; and Nashville Auto Auction, Nashville, Tenn.

Oct. 10 — Southern Auto Auction, East Windsor, Conn., and Dallas Auto Auction, Grand Prairie, Texas

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## Toyota

Oct. 3 — Bay Cities Auto Auction, Hayward, Calif.

Oct. 11 — Greater Tampa Bay Auto Auction, Tampa, Fla.

Oct. 12 — Denver Auto Auction, Aurora, Colo.

# VW takes sales lead in Europe

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Volkswagen Group outsold Fiat Auto by about 47,000 units in August to take the lead in the European sales rankings for 1989.

Fiat, including the Alfa Romeo and Lancia marques, clung to first place through the first seven months of the year. But the group's 15 percent drop in the Italian domestic market in August enabled VW-Audi-Seat to move in front by fewer than 10,000 units for the eight-month period.

VW holds a narrow 14.8 percent to 14.7 percent edge in market share in 17 Western European countries, according to industry estimates compiled by Automotive News.

Last year, VW overtook Fiat in December to claim first place for the fourth consecutive year.

The overall European market rose 2.9 percent in August to 1,196,300. Eight-month sales of 9,469,900 were up 5 percent over last year.

Except for Italy, Europe's major markets achieved year-to-year gains in August. But the Spanish boom appears to be slowing, with sales off 15.1 percent.

VW Group sales rose 7.6 percent in August to 150,900 units. Sales were up 16.5 percent to 103,900 for the VW brand, which recently began a new value-oriented marketing thrust in Europe by upgrading equipment levels while holding prices.

VW group sales were up 7.1 percent to 1,398,000 for the year-to-date. The VW brand climbed 9.5 percent to 944,200 and Seat improved 8.6 percent to 203,900. Audi sales fell 1.9 percent to 249,900 as the 80/90 compact fell off sharply in Germany this year.

Fiat finished last in August among Europe's six volume makers. Sales totaled 103,600, 8.2 percent lower than the same month last year. In Italy, Fiat fell 14.9 percent for the month to 43,700. Across Europe, Fiat is up 4.2 percent for the year to 1,388,800.

Peugeot SA ranked third through August with a 12.8 percent share on sales of 1,215,400 — a 5.9 percent increase. Sales were down 2.6 percent in August. The group, which comprises the Peugeot and Citroen brands, is capacity constrained.

Ford was the top seller in Europe during the month, taking advantage of the traditional August sales bulge in the United Kingdom where it is the market leader. Ford's European sales jumped 13.3 percent to 191,200 in August — with almost 70 percent of that in the United Kingdom.

Ford improved European sales 7.1 percent for the eight-month period to 1,120,200, an 11.8 percent share.

General Motors, which has grown faster than all other volume makers in 1989, was up 7.9 percent for the year to 1,041,200, an 11 percent share. Sales were boosted by the new Vectra compact model that was introduced last fall.

Renault sales rose 17 percent in August to 110,400 on the strength of its 29 percent surge in the French market.

Renault was up 6.9 percent for the year-to-date to 960,000, a 10.1 percent slice of the market.

BMW continued to lead the way among specialist makers, with sales up 14.4 percent for the year to 278,800. Archrival Mercedes was off 4 percent to 297,500.

## EUROPEAN SALES

| Manufacturer | 8 Mos. 1989 | 1989 share* | 8 mos. 1988 | Volume Change '89 vs '88 |
|---|---|---|---|---|
| VW-Audi-Seat | 1,398,000 | 14.8 | 1,304,700 | + 7.1 |
| Fiat Group** | 1,388,800 | 14.7 | 1,332,500 | + 4.2 |
| PSA*** | 1,215,400 | 12.8 | 1,147,600 | + 5.9 |
| Ford | 1,120,200 | 11.8 | 1,046,300 | + 7.1 |
| General Motors**** | 1,041,200 | 11.0 | 965,100 | + 7.9 |
| Renault | 960,000 | 10.1 | 897,800 | + 6.9 |
| Austin Rover | 307,000 | 3.2 | 326,800 | – 6.0 |
| Mercedes-Benz | 297,500 | 3.1 | 309,800 | – 4.0 |
| Nissan | 286,000 | 3.0 | 271,800 | + 5.2 |
| BMW | 278,800 | 2.9 | 243,600 | +14.4 |
| Toyota | 238,400 | 2.5 | 244,100 | – 2.3 |
| Volvo | 184,200 | 1.9 | 186,200 | – 1.1 |
| Mazda | 159,700 | 1.7 | 174,000 | – 8.2 |
| Mitsubishi | 114,500 | 1.2 | 106,100 | + 7.9 |
| Honda | 96,600 | 1.0 | 101,000 | – 4.4 |
| Others | 383,600 | 4.1 | 363,200 | + 5.6 |
| Total | 9,469,900 | 100.0 | 9,020,600 | + 5.0 |

*Doesn't add to 100 because of rounding
**Includes Alfa Romeo
***Peugeot, Citroen, Talbot
****Opel, Vauxhall, Isuzu, GM-U.S. Canada

## NEW-CAR SALES BY COUNTRY IN EUROPE

| Country | 8 mos., 1989 | Percent gain/loss |
|---|---|---|
| West Germany | 1,944,100 | + 2.3 |
| United Kingdom | 1,747,600 | + 6.8 |
| Italy | 1,636,400 | + 7.5 |
| France | 1,519,600 | + 7.2 |
| Spain | 777,700 | + 6.9 |
| Netherlands | 378,800 | + 0.8 |
| Belgium-Luxembourg | 345,700 | + 0.2 |
| Switzerland | 245,100 | + 7.0 |
| Sweden | 201,700 | – 9.7 |
| Austria | 201,500 | +11.5 |
| Portugal | 136,200 | –.0.7 |
| Finland | 129,400 | + 4.9 |
| Ireland | 62,500 | +26.9 |
| Denmark | 56,700 | –15.1 |
| Greece | 51,300 | +33.1 |
| Norway | 35,600 | –28.0 |
| Total | 9,469,900 | + 5.0 |

# SUIT

FROM PAGE 1

Nester said that in 1979, gasoline shortages caused prices to double at the pump, making Chevrolet Monzas, Chevettes and Citations hot sellers. But Nester said GM withheld them from his dealership.

"I received eight Chevy Monzas in the first seven months of 1979 but the first day Classic opened, it had 40 Monzas," said Nester. "Is it fair to put a competitor out of business just because they are opening a new dealership?"

In another example, Nester said he asked for 100 trucks in February 1979 for a May 1 promotion but never received them. Classic did, however.

"At one point, Classic received one-third of the total allocation of the Cleveland multiple-dealer area," he said.

Nester said he ordered 33 Citations from GM for customers in 1979. Some of his customers never received their vehicles or had to wait for them, yet Classic had 47 Citations in stock the day it opened, he said.

Moreover, the son of the Cleveland branch manager for Motors Holding worked at Classic, as did the daughter of the GM Cleveland zone manager, according to court evidence.

"The distribution system is hokey," Nester said. "There is no reason why a dealer in a multiple-dealer area should not know how models are distributed on a weekly basis."

The 1979 Monza was one of several vehicles a now defunct Chevrolet dealer acused GM of withholding.

Nester also was rankled by GM's slowness in making him a dealer.

He asked to be named a dealer on the Earl Evans Chevrolet franchise beginning in 1975 when he began purchasing it.

But GM held out until 1980 before granting its permission.

"The dealer-operator for Classic was named a dealer with only 14.1 percent share in the dealership," he said. "I owned 55 percent before they would name me a dealer."

Nor could he obtain factory official vehicles while Classic received 25-30 a year at 5 percent below factory cost, according to Nester.

He said GM testified that it shipped Classic 620 fleet cars in 1979 but the dealership had only 12 fleet sales. Classic used fleet allocation for retail sales, said Nester.

"If myself or another dealer tried to do that, you could lose your franchise," he said.

DeVito told the jury GM provided more and more cars to Classic from 1979 to 1981 while Nester received fewer cars, yet their planning potential was roughly the same at 1,000 vehicles.

He said the Evans dealership had profits of $300,000 to $400,000 per year in the five years prior to 1979. Profits dipped to $93,000 in 1980 and the dealership lost $122,000 in 1981 and $180,000 the following year before filing for bankruptcy. Nester filed the lawsuit against GM in 1982.

Nester, who now lives in Pompano Beach, Fla., has sold boats and real estate since the dealership folded. He has been invited to speak before a National Automobile Dealers Association 20 Group on the lawsuit and distribution.

Meanwhile, Classic ranked sixth among Chevy passenger-car retailers and ninth among Chevy truck retailers in the United States last year. Total dollar sales were $102 million with new-vehicle deliveries of 4,649 in 1988.

Says Nester: "Sure, it's one of the biggest dealerships in the nation, but half its sales are from Evans Chevrolet."

# JAGUAR

FROM PAGE 1

hold and allows Ford to lobby against early removal of anti-takeover protection as a prelude to a GM deal.

Ford denied it moved to head off a GM deal. GM Europe would not confirm the alleged dealings with Jaguar.

A statement issued by GM said, "GM generally conducts discussions with various companies about possible business transactions. As a matter of common practice, GM does not comment . . . until the company believes it appropriate."

Ford's initiative surprised Jaguar, which called it "unwelcome." After a regularly scheduled board meeting, it vowed to pursue plans to stay independent.

At the very least, it is expected that if Ford snaps up 15 percent, GM will want the same sort of springboard.

Said Lawson, "Ford has sharpened everyone's stance and has possibly made it very difficult for Sir John to unveil a friendly deal with the partner of his choice — which was clearly not Ford and clearly was GM."

"I think Jaguar would prefer GM," said Sanjay Dabysing of DRI-Europe in London. "I think there is a better chance of GM taking only a minority stake, whereas Ford would want to take full control."

While Dabysing reckoned that Ford would move quickly to raise volume, for example pushing for a competitor to the BMW 5 series, he said GM would be less aggressive.

Ford is expected to seek its own friendly deal with Jaguar — reviving talks that are said to have petered out several months ago. Word in London financial circles last week was that Ford regrets the aggressive image created by its sudden move and will take steps so as not to be cut out of a potential friendly agreement.

Meanwhile, Jaguar management has other options, though none seems as promising as a GM link. A defense based on an anti-Ford political campaign — similar to the one that blocked Ford's bid for Austin Rover in 1986 — is possible. But Ford is said to have courted the British government, and Prime Minister Margaret Thatcher has already remarked that a Ford stake could help Jaguar.

Ford also has a large manufacturing presence in Britain, employing nearly 50,000 people in 21 plants. It is the British sales leader, with about 25 percent of the new-car market. Last fall, it announced a £1.8 billion ($2.9 billion) investment program in Britain.

Ford and GM have been putting together track records for the Jaguar battle — buying glorious British marques and leaving them alone. Ford acquired majority stakes in Aston Martin and AC Cars two years ago, and General Motors bought Lotus in 1986.

Jaguar also could seek refuge in the hands of a British non-car-maker — perhaps auto components giant GKN, which has a joint venture for body stampings with Jaguar. Before Ford's initiative, speculation touched on GKN and British Aerospace, which last year bought Rover Group.

"Jaguar would obviously feel that as an operating division of a company doing something else, it would partially cocoon the business," Lawson said.

GKN and Jaguar are viewed within the industry as a good match. But the financial community last week largely dismissed the idea for two reasons: GKN could not match any GM and Ford bids and the company is anxious to reduce its dependence on the auto industry.

Two other possibilities — a management-led buyout and a corporate restructuring to keep predators at bay — are likewise viewed as unrealistic in view of the deep pockets of the U.S. giants.

"I think Jaguar knows it can't stay independent," said Dabysing.

Entry of other makers into the fray is possible. Jaguar has acknowledged talks with several carmakers during the past 18 months. Recent speculation has centered on Peugeot, Volksvagen and, in particular, Volvo. But those companies deny interest and Jaguar may be too rich for their blood. Sources in Turin last week said Fiat is unlikely to bid.

"I don't believe any of the Europeans can justify it financially," Lawson said.

# AUDI

FROM PAGE 1

"The dealers reacted very positively to the news," the dealer said. "And, honestly, I am very, very pumped about it."

Audi officials told dealers they plan to sell 2,500 cars per month during the 1990 model year, which began Oct. 1.

The sales incentive program outlined by Audi officials is meant to keep strong Audi salespersons within the ranks.

For sales of 60 cars from Oct. 1, 1989, to Sept. 30, 1990, the salesperson will receive a bonus of $12,000 in addition to regular commissions. Should the salesperson sell 120 cars, the bonus would grow to $24,000, plus a week's vacation in Europe.

Historically, Audi has continued to reward salepeople if they leave one Audi dealership for another. This new incentive plan will work in much the same manner.

"Audi is attempting to keep good salesmen," the Midwest dealer said, "and this may just help us get some of our competitor's salesmen to come in and visit us."

As for removing unwanted dealers, Audi officials said they will look at each dealer on a case-by-case basis.

"There was no finger pointing," the dealer said. "They are going to take a hard look at (removing) dealers who are making numbers that are not justified for their market. There was no rattling of sabres."

At the meeting, Audi officials also outlined a plan to distribute wholesale parts at lower costs to dealers, thereby allowing dealers to make a greater profit in the service area.

## Allied-Signal prepares Tenn. plant for ABS

CLARKSVILLE, Tenn. — Allied-Signal Automotive has begun construction on a 104,000-square-foot plant for the assembly of Bendix anti-lock braking systems, part of the company's $70 million investment in ABS development.

The plant is scheduled to begin production in December for mid-1990 model year passenger cars.

Employment will start with about 60 employees and increase to approximately 250 in three years as the ABS market expands.

# GM adjusts '89 incentives; Ford joins '90 parade

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — General Motors, which slapped incentives on many of its 1990 models before they were introduced, adjusted incentives on its 1989 models for four of its six vehicle divisions last week.

Ford Motor Co. added two 1990 cars and two 1990 trucks to its customer incentive list. The incentives on 1989 models remain in effect.

Meanwhile, auto analysts disagreed over whether import car companies will join the 1990-model incentive fray anytime soon.

Oldsmobile's Option Bonus Program on 1990 models has been extended to include 1989 models. The amount of rebate depends on the option package selected. Included in the 1989 program are Cutlass Calais, $700 to $1,100; Cutlass Ciera, $700 to $1,000; Cutlass Supreme, $700 to $900; 88, $200 to $1,000; 98/Touring Sedan, $200 to $1,000; and Toronado/Trofeo, $2,500.

On 1990 Oldsmobiles, the incentives range from $200 to $1,000 and also are tied to the incentive package selected.

The GMC Truck customer incentives of $1,000 on 1990 S-15 pickups and $1,250 on 1990 S-15 Jimmy sport utilities have been extended to those 1989 models, and other 1989s also carry rebates.

They are: Safari compact vans, $500; Rally passenger vans, $500; Vandura cargo vans (excluding Magnavans, Vandura, Specials and Rally Campers), $500; Sierra two-wheel-drive full-sized pickups, $500; R/V full-sized pickups and chassis cab models, $600; full-sized Jimmys, $750; and Suburbans, $750.

Pontiac's customer rebates on 1989 models include: Grand Am LE, $600; Grand Am SE, $1,000; 6000-LE, $600; 6000-SE $1,000; Grand Prix LE coupe, $750; Grand Prix SE coupe (including Turbo), $1,000; Bonneville LE, $600; and Bonneville SE/SSE, $1,000.

Pontiac dealer incentives on 1989 models are: LeMans, $500; Sunbird, $500; Firebird, $500; 6000, $750; and Grand Prix, Grand Am, Bonneville and Safari, $1,000.

Customer rebates on 1990 Pontiacs also range from $600 to $1,000. The new Grand Prix LE four-door sedan carries a $600 giveback.

Chevrolet's First-Time Buyer Program offers $600 down-payment assistance on all 1989 and 1990 Geo models and 1989 and 1990 Cavalier, Camaro and Corsica/Beretta cars and S-10 pickups. The following rebates on 1989 models remain in effect: Geo Metro, $400; Cavalier, $500; Camaro, $500; Corsica, $1,000; Beretta, $600; and Caprice, $1,000.

Rebates on 1989 Chevrolet trucks are: Astro Van, $500; G-Van (excludes 03 and 32 models), $500; V-Blazer, $750; Surburban, $750; C-1500/3500 pickup and cab-chassis (2wd only), $500; R/V pickup and cab chassis, $600; S/T pickup, $1,000; amd S/T Blazer, $1,250.

Buyer rebates on 1990 Chevrolet cars are $750 on Lumina sedans and $800 on Geo Prizm and Corsica sedans. The payments on 1990 trucks are $1,000 on S-10 pickups and $1,250 on S-10 Blazers.

Cadillac offers no incentives on either 1989 or 1990 models. Buick has none on 1989s, but it has buyer and dealer incentives on 1990s. The buyer paybacks range from $200 to $1,000, depending on the option package ordered. Dealer incentives — until Nov. 30 — are $1,000 on Riviera and Park Avenue Ultra and $2,000 on Reatta.

While customers may still choose special financing through General Motors Acceptnce Corp. in lieu of rebates, the new rates on the 1989 and 1990 models are not as generous as in previous programs.

Rates are 6.9 percent for 24 months, 8.9 percent for 36 months, 9.9 percent for 48 months and 10.9 percent for 60 months. The previous rate scale started at 2.9 percent.

Incentives for all GM divisions, except the Buick dealer rebate, run indefinitely.

At Ford, the customer rebates are $600 on 1990 Ford Tempo and Mercury Topaz models, $1,000 on 1990 Ford Ranger and $1,250 on 1990 Ford Bronco II.

Instead of the rebate, buyers can choose finance rates of 6.9 percent for 24 months, 8.9 percent for 36 months, 9.9 percent for 48 months or 10.9 percent for 60 months. All except the 60-month rate are less favorable than on 1989 models. No dealer financial participation is required, and the Ford Motor 1990 offers have no cutoff date.

For the time being, import car firms have either stayed the course with their 1989 incentive programs or let them expire.

Dealer incentives on Audi, Mitsubishi and Porsche and special customer finance rates on the BMW 325i expired Sept. 30. Also, Mazda, Isuzu, Honda and Daihatsu did not renew incentives that expired in September.

Ronald Glantz, an auto analyst and general partner at Montgomery Securities in San Francisco, said the Japanese importers are getting ready for "an incentive war."

"Toyota just raised prices 1.8 percent," Glantz said. "Considering the dollar value of the yen has fallen 5.4 percent since Toyota raised prices on 1989 models, no price increase was necessary. That suggests that Toyota has the ability for a larger incentive in 1990 than in 1989.

"GM has already thrown down the gauntlet. It seem reasonable to believe that the imports won't be far behind."

On the other hand, Mike Kobayashi, an auto analyst for Paine Webber in New York, believes it will be a while before the imports announce major incentive programs. He, too, used Toyota's price increase as an example.

"Toyota's price changes amounted to a low price increase; they are pricing their cars more agressively than the Big 3," Kobayashi said. "They are not prone to direct consumer rebates. They are more prone to dealer incentives. They are not likely to offer incentives right away."

## INCENTIVE WATCH

| | Customer Incentives | | | | | | Dealer incentives | |
|---|---|---|---|---|---|---|---|---|
| | | Finance Rates (Pct.) — Months — | | | | | | |
| | Rebates | 24 | 36 | 48 | 60 | Expiration Date | Type | Expiration Date |
| **Chrysler Motors** | | | | | | | | |
| Chrysler | $500 - $2,000 | 0.0* | 5.9 | 6.9 | 10.9 | None | | |
| Dodge Cars | $500 - $1,500 | 0.0* | 5.9 | 6.9 | 10.9 | None | | |
| Dodge Trucks | $500 - $2,500 | 0.0* | 5.9 | 6.9 | 10.9 | None | | |
| Eagle | $1,000 - $2,000 | 0.0* | 5.9 | 6.9 | 10.9 | None | | |
| Jeep Cherokee, Wagoneer Ltd. | $1,000 | 4.9 | 7.9 | 10.9 | 11.9 | None | | Sept. 30 |
| Other Jeep | $500 - $1,000 | 0.0* | 5.9 | 6.9 | 10.9 | None | | |
| Plymouth | $500 - $1,500 | 2.9 | 5.9 | 6.9 | 10.9 | None | | |
| *2.9 percent on some models | | | | | | | | |
| **Ford Motor Co. (1989 models)** | | | | | | | | |
| Ford Probe | $750 - $1,000 | 2.9 | 6.9 | 7.9 | 10.9 | Oct. 4 | | |
| Ford T-bird SC | $1,500 | 2.9 | 6.9 | 7.9 | 10.9 | Oct. 4 | | |
| Other Ford Cars | $500 - $1,500 | 2.9 | 6.9 | 7.9 | 10.9 | None | | |
| Ford Trucks | $500 - $1,250 | 2.9 | 6.9 | 7.9 | 10.9 | None | | |
| Lincoln | $1,000 - $1,500 | 2.9 | 6.9 | 7.9 | 10.9 | None | | |
| Mercury Cougar XR7 | $1,500 | 2.9 | 6.9 | 7.9 | 10.9 | Oct. 4 | | |
| Other Mercury | $1,000 - $1,500 | 2.9 | 6.9 | 7.9 | 10.9 | None | | |
| Merkur | $2,000 - $4,000 | 2.9 | 6.9 | 7.9 | 10.9 | None | | |
| **Ford Motor Co. (1990 models)** | | | | | | | | |
| Ford Tempo | $600 | 6.9 | 8.9 | 9.9 | 10.9 | None | | |
| Ford Ranger | $1,000 | 6.9 | 8.9 | 9.9 | 10.9 | None | | |
| Ford Bronco II | $1,250 | 6.9 | 8.9 | 9.9 | 10.9 | None | | |
| Mercury Topaz | $600 | 6.9 | 8.9 | 9.9 | 10.9 | None | | |
| **General Motors (1989 models)** | | | | | | | | |
| Buick | | | | | | | | |
| Chevrolet Cars | $400 - $1,000 | 6.9 | 8.9 | 9.9 | 10.9 | None | | |
| Chevrolet Trucks | $500 - $1,250 | 6.9 | 8.9 | 9.9 | 10.9 | None | | |
| GMC | $500 - $1,250 | 6.9 | 8.9 | 9.9 | 10.9 | None | | |
| Oldsmobile | $200 - $2,500* | 6.9 | 8.9 | 9.9 | 10.9 | None | | |
| Pontiac | $600 - $1,000 | 6.9 | 8.9 | 9.9 | 10.9 | None | | |
| *Based on option package selected | | | | | | | | |
| **General Motors (1990 models)** | | | | | | | | |
| Buick | $200 - $1,000* | 6.9 | 8.9 | 9.9 | 10.9 | None | $1,000 - $2,000 on Reatta, Riviera, Park Avenue Ultra | Nov. 30 |
| Chevrolet Cars | $750 - $800 on Corsica, Lumina, Prizm | 6.9 | 8.9 | 9.9 | 10.9 | None | | |
| Chevrolet Trucks | $1,000 - $1,250 on S-10 Pickup, Blazer | 6.9 | 8.9 | 9.9 | 10.9 | None | | |
| GMC | $1,000 - $1,250 on S-15 Pickup, Blazer | 6.9 | 8.9 | 9.9 | 10.9 | None | | |
| Oldsmobile | $200 - $1,000* | 6.9 | 8.9 | 9.9 | 10.9 | None | | |
| Pontiac | $600 - $1,000 | 6.9 | 8.9 | 9.9 | 10.9 | None | | |
| *Based on option package selected | | | | | | | | |
| Hyundai | $500 - $1,000 | | | | | Oct. 5 | | |
| Excel | | | | | | | $300 | Oct. 5 |
| Sonata | | | | | | | $500, based on quota | Oct. 5 |
| Nissan | | | | | | | | |
| Stanza | $1,500 - $2,000 | | | 7.9 | 9.9 | Dec. 4 | | |
| Sentra | | | | | | | $100 - $2,000, based on quota | Dec. 4 |
| Trucks | | | | | | | $200 - $2,000, based on quota | Dec. 4 |
| Peugeot | | | | | | | $1,000 | Dec. 31 |
| Sterling | $3,500 - $5,000 | | | | | Nov. 30 | | |
| Subaru | $500 - $3,000* | | | | | Nov. 2 | $500 - $3,000* | Nov. 2 |
| *Rebates go to the customer in some regions and to the dealer in other regions | | | | | | | | |
| Toyota Cressida | | | | | | | $1,500 | Nov. 2 |
| Corolla, Camry | | | | | | | $500 | Nov. 2 |
| Volkswagen | $500 - $2,000 | 4.9 | 6.9 | 7.9 | 9.9 | Oct. 31 | | |

## Chrysler gives up 'Jeep' Molnar chase

ALPINE, Wyo. — Fred "Jeep" Molnar can keep the nickname he has used for the last 52 years.

For months, Molnar has been battling Chrysler Corp. Earlier this year, the automaker demanded that he stop using the word "Jeep" as the name of his small tavern because it had purchased rights to the name when it bought American Motors in 1987.

There was a long battle of exchanged letters, telephone calls, lawyers and a trip to Detroit. But Molnar says he recently received a letter from Chrysler acknowledging he has the right to use the name and giving him $3,900 for his expenses.

Molnar said he can use "Jeep" on anything he wants — as long as he doesn't go into the automotive business.

"I feel relieved," he said. "I have just as much right to the name as they do."

He says his father nicknamed him Jeep in 1937, after Eugene the Jeep in the Popeye comic strip and before the word ever became synonymous with the vehicle.

Molnar says he doesn't know how Chrysler found out about his remote bar. When he got the letter from Chrysler telling him to change the bar's name, he thought it was a joke.

— The Associated Press

PRODUCTION

# 11 plants idle as '90 sales begin

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

Eleven Big 3 assembly plants are fully or partially idle as 1990 model year sales begin.

The Big 3 closed four truck plants, four car plants and the car part of a car-truck facility today. Eight of the nine shutdowns are due to sluggish sales and high inventory.

General Motors closed five facilities; Ford Motor Co. closed one plant and part of another; and Chrysler Motors closed two plants. GM shut two other truck plants last week and they are still idle, making a total of 11 facilities that are completely or partially down.

GM said it will idle its Bowling Green, Ky., Corvette plant for one week and its Wilmington, Del., Corsica/Beretta plant for two weeks due to bulging inventory while its Fairfax, Kans., Grand Prix facility will close for one week due to difficulty with its suppliers.

Also, the following GM truck plants are down because of slow sales: Detroit, until Oct. 9; Pontiac West in Pontiac, Mich., until Oct. 16; and Moraine, Ohio, and Shreveport, La., until Oct. 23. Detroit and Pontiac closed Sept. 25.

Ford idled its Louisville, Ky., medium- and heavy-duty truck plant for one week and also halting output of Cougar and Thunderbird at its Lorain, Ohio, plant for two weeks. Lorain also builds Econolines and Club Wagons.

Chrysler closed its St. Louis LeBaron J and Daytona plant along with its Warren, Mich., light-duty truck facility. St. Louis is slated to reopen Oct. 9, and Warren will resume production Oct. 16.

Automakers scheduled 149,526 cars last week, 1.84 percent below the prior week's 152,335.

Last week's estimated production was split as follows: GM, 45.91 percent; Ford, 24.97 percent; Chrysler, 13.71 percent; Honda of America Manufacturing, 3.67 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 2.90 percent; Toyota Motor Manufacturing U.S.A., 2.50 percent; New United Motor Manufacturing Inc., 2.41 percent; Diamond-Star Motors, 2.17 percent; and Nissan Motor Manufacturing Corp. U.S.A., 1.76 percent.

Truck assembly was 80,512 last week, 748 more than the previous week.

# Canadian cars at 14-week high

While U.S. auto workers are being laid off, Canadian automakers scheduled their highest output in 14 weeks.

Last week's targeted build of 22,596 cars was the highest since the week ended June 24, when 22,836 cars were produced. Scheduled assembly last week rose 2.11 percent over the prior week's 22,130 and jumped 8.70 percent over the year-ago week's 20,787.

Truck production was estimated at 20,264 units last week, 0.73 percent below the previous week's 20,413 but 2.06 percent above the year-ago week's 19,855.

| U.S. CAR | Week Ended Sept. 30, 1989 | Week Ended Oct. 1, 1988 | Week Ended Sept. 23, 1989 | Sept. Est. | Jan. 1 to Sept. 30, 1989 | Jan. 1 to Oct. 1, 1988 |
|---|---|---|---|---|---|---|
| Horizon | 900 | 1,554 | 867 | 1,920 | 23,095 | 60,800 |
| Sundance | 1,900 | 2,086 | 2,133 | 7,935 | 78,288 | 76,803 |
| Reliant | 0 | 2,213 | 0 | 0 | 0 | 66,156 |
| Acclaim | 2,800 | 0 | 2,686 | 11,712 | 95,554 | 0 |
| Caravelle | 0 | 0 | 0 | 0 | 0 | 9,087 |
| Gran Fury | 0 | 210 | 0 | 0 | 0 | 16,716 |
| Total Plymouth | 5,600 | 6,063 | 5,686 | 21,567 | 196,937 | 229,562 |
| LeBaron K | 0 | 0 | 0 | 0 | 0 | 7,912 |
| LeBaron J | 2,600 | 1,981 | 2,760 | 10,841 | 80,154 | 57,939 |
| LeBaron GTS | 0 | 178 | 0 | 0 | 2,946 | 7,081 |
| N. Yorker C-Class | 800 | 2,176 | 898 | 3,446 | 64,639 | 78,831 |
| Fifth Avenue | 1,900 | 934 | 1,961 | 7,936 | 14,390 | 23,082 |
| Total Chrysler | 5,300 | 5,269 | 5,619 | 22,222 | 162,129 | 174,845 |
| Omni | 1,000 | 1,546 | 955 | 2,119 | 24,348 | 59,412 |
| Daytona | 1,800 | 1,991 | 1,840 | 7,266 | 63,183 | 57,278 |
| Shadow | 2,100 | 1,937 | 1,957 | 8,012 | 75,462 | 76,481 |
| Aries | 0 | 2,177 | 0 | 0 | 0 | 64,517 |
| Dodge 600 | 0 | 0 | 0 | 0 | 0 | 8,549 |
| Dynasty | 1,800 | 2,910 | 1,955 | 8,187 | 100,126 | 79,138 |
| Lancer | 0 | 188 | 0 | 0 | 1,528 | 6,745 |
| Spirit | 2,900 | 0 | 2,814 | 12,738 | 81,259 | 0 |
| Diplomat | 0 | 402 | 0 | 0 | 0 | 14,823 |
| Total Dodge | 9,600 | 11,151 | 9,521 | 38,322 | 345,906 | 366,943 |
| CHRYSLER MOTORS | 20,500 | 22,483 | 20,826 | 82,111 | 704,972 | 771,350 |
| Escort | 9,324 | 9,641 | 8,715 | 34,569 | 252,804 | 297,488 |
| Mustang | 3,495 | 4,590 | 3,312 | 9,496 | 153,557 | 152,168 |
| Tempo | 3,075 | 3,946 | 2,972 | 12,071 | 112,403 | 138,181 |
| Taurus | 7,986 | 8,034 | 7,477 | 25,410 | 268,822 | 296,883 |
| Thunderbird | 3,338 | 0 | 3,314 | 11,766 | 115,865 | 90,246 |
| Total Ford Div. | 27,218 | 26,211 | 25,790 | 93,312 | 903,451 | 974,966 |
| Topaz | 1,325 | 1,582 | 1,428 | 5,498 | 52,626 | 52,647 |
| Cougar | 2,230 | 0 | 2,220 | 8,722 | 98,511 | 69,686 |
| Sable | 2,701 | 2,738 | 2,850 | 9,694 | 88,182 | 100,798 |
| Total Mercury | 6,256 | 4,320 | 6,498 | 23,914 | 239,319 | 223,131 |
| Continental | 1,158 | 1,510 | 1,232 | 4,003 | 47,677 | 37,281 |
| Mark VII | 385 | 723 | 410 | 1,321 | 15,401 | 19,758 |
| Lincoln | 2,317 | 2,236 | 2,465 | 7,986 | 90,469 | 95,977 |
| Total Lincoln | 3,860 | 4,469 | 4,107 | 13,309 | 153,547 | 153,016 |
| Total L-M Division | 10,116 | 8,789 | 10,605 | 37,223 | 392,866 | 376,147 |
| FORD MOTOR CO. | 37,334 | 35,000 | 36,395 | 130,535 | 1,296,317 | 1,351,113 |
| Skyhawk | 0 | 461 | 0 | 0 | 6,913 | 13,481 |
| Skylark/Somerset | 1,738 | 1,303 | 1,744 | 6,952 | 46,047 | 36,778 |
| Century | 2,833 | 4,745 | 2,846 | 11,329 | 98,584 | 94,430 |
| Riviera | 542 | 591 | 449 | 1,801 | 14,345 | 5,991 |
| Electra | 1,689 | 1,918 | 2,104 | 8,307 | 60,130 | 62,226 |
| LeSabre (fwd) | 3,894 | 3,965 | 3,321 | 13,473 | 114,727 | 97,835 |
| LeSabre (rwd) | 203 | 31 | 202 | 817 | 5,363 | 10,112 |
| Reatta | 195 | 220 | 203 | 812 | 4,418 | 5,403 |
| Total Buick | 11,094 | 13,234 | 10,869 | 43,491 | 350,527 | 327,889 |
| Cimarron | 0 | 0 | 0 | 0 | 0 | 3,693 |
| Eldorado | 599 | 706 | 472 | 1,925 | 21,988 | 26,404 |
| Seville | 393 | 530 | 309 | 1,292 | 16,157 | 16,712 |
| Brougham (rwd) | 0 | 867 | 1,567 | 4,215 | 28,172 | 24,942 |
| Deville (fwd) | 3,950 | 3,974 | 4,734 | 16,390 | 150,100 | 108,546 |
| Allante | 75 | 75 | 75 | 240 | 2,317 | 1,404 |
| Total Cadillac | 5,017 | 6,152 | 7,157 | 24,062 | 218,734 | 181,701 |
| Cavalier | 8,839 | 7,973 | 7,538 | 28,112 | 270,287 | 271,280 |
| Camaro | 2,358 | 2,633 | 2,014 | 8,453 | 76,413 | 68,511 |
| Celebrity | 0 | 3,919 | 0 | 0 | 70,349 | 136,415 |
| Corsica/Beretta | 9,020 | 9,792 | 8,899 | 35,759 | 290,429 | 317,849 |
| Caprice | 1,328 | 4,081 | 3,049 | 11,118 | 135,112 | 156,869 |
| Corvette | 580 | 450 | 596 | 2,231 | 19,364 | 16,713 |
| Total Chevrolet | 22,125 | 28,848 | 22,096 | 85,674 | 861,954 | 967,637 |
| Calais | 1,862 | 4,011 | 1,871 | 7,510 | 68,566 | 85,495 |
| Firenza | 0 | 0 | 0 | 0 | 0 | 5,230 |
| Cutlass Ciera | 1,270 | 1,453 | 1,323 | 5,306 | 66,397 | 19,802 |
| Cutlass Supreme | 4,038 | 2,658 | 3,895 | 15,674 | 78,342 | 103,067 |
| Toronado | 535 | 298 | 442 | 1,630 | 6,644 | 11,493 |
| 88 (fwd) | 4,339 | 4,026 | 3,907 | 13,283 | 103,735 | 115,672 |
| 88 (rwd) | 0 | 196 | 159 | 470 | 5,887 | 8,865 |
| Olds 98 | 1,250 | 1,293 | 1,496 | 5,489 | 54,578 | 54,526 |
| Total Oldsmobile | 13,294 | 13,935 | 13,093 | 49,363 | 384,149 | 404,150 |
| Sunbird | 3,534 | 2,268 | 3,521 | 12,413 | 108,597 | 80,822 |
| Grand Am | 4,800 | 6,308 | 4,851 | 19,231 | 181,046 | 175,752 |
| Firebird | 1,188 | 1,603 | 1,254 | 4,905 | 42,686 | 46,914 |
| Grand Prix | 3,880 | 4,194 | 3,899 | 15,233 | 99,148 | 101,474 |
| Pontiac 6000 | 1,683 | 3,375 | 1,616 | 6,522 | 62,514 | 64,264 |
| Bonneville | 2,038 | 3,156 | 2,546 | 9,196 | 71,152 | 85,610 |
| Safari/Parisienne | 0 | 169 | 0 | 0 | 2,691 | 6,074 |
| Fiero | 0 | 0 | 0 | 0 | 0 | 13,260 |
| Total Pontiac | 17,123 | 21,073 | 17,687 | 67,500 | 567,834 | 574,170 |
| GENERAL MOTORS | 68,653 | 83,242 | 70,902 | 270,090 | 2,383,198 | 2,455,547 |
| DIAMOND-STAR | 3,244 | 0 | 2,926 | 11,174 | 55,073 | 0 |
| HONDA | 5,490 | 7,073 | 6,954 | 26,009 | 277,927 | 276,926 |
| Civic | 3,681 | 1,989 | 3,522 | 13,732 | 99,963 | 80,317 |
| Accord | 1,809 | 5,084 | 3,432 | 12,278 | 177,964 | 196,609 |
| MAZDA† | 4,340 | 5,525 | 4,575 | 17,508 | 153,316 | 99,614 |
| NISSAN | 2,625 | 2,957 | 2,614 | 10,486 | 89,446 | 84,106 |
| NUMMI | 3,600 | 165 | 3,646 | 13,249 | 149,780 | 111,119 |
| Corolla | 1,400 | 165 | 1,434 | 5,190 | 60,571 | 40,631 |
| Geo Prizm/Nova | 2,200 | 0 | 2,212 | 8,059 | 89,209 | 70,488 |
| TOYOTA | 3,740 | 0 | 3,497 | 14,687 | 103,634 | 0 |
| VOLKSWAGEN | 0 | 0 | 0 | 0 | 0 | 35,595 |
| Golf/GTI | 0 | 0 | 0 | 0 | 0 | 30,042 |
| Jetta | 0 | 0 | 0 | 0 | 0 | 5,553 |
| Total Cars, U.S. | 149,526 | 156,445 | 152,335 | 575,850 | 5,213,663 | 5,185,370 |
| Total Cars, Canada | 22,596 | 20,787 | 22,130 | 82,805 | 722,883 | 803,170 |
| U.S., Canada Cars | 172,122 | 177,232 | 174,465 | 658,655 | 5,936,546 | 5,988,540 |
| U.S., Canada Cars and Trucks | 272,898 | 280,173 | 274,642 | 1,053,983 | 9,837,267 | 9,778,045 |

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes the 929 and Navajo.

| CANADIAN CAR | Week Ended Sept. 30, 1989 | Week Ended Oct. 1, 1988 | Week Ended Sept. 23, 1989 | Sept. Est. | Jan. 1 to Sept. 30, 1989 | Jan. 1 to Oct. 1, 1988 |
|---|---|---|---|---|---|---|
| Premier | 1,020 | 1,303 | 1,275 | 2,295 | 28,261 | 46,157 |
| CHRYSLER MOTORS | 1,020 | 1,303 | 1,275 | 2,295 | 28,261 | 46,157 |
| Tempo | 3,365 | 3,243 | 3,330 | 12,952 | 100,151 | 131,988 |
| Topaz | 1,435 | 1,632 | 1,448 | 5,543 | 42,600 | 50,463 |
| Crown Victoria | 2,254 | 2,786 | 2,133 | 8,378 | 88,854 | 96,185 |
| Grand Marquis | 2,642 | 3,000 | 2,530 | 9,678 | 96,017 | 97,370 |
| FORD MOTOR CO. | 9,696 | 10,661 | 9,441 | 36,551 | 327,622 | 376,006 |
| Celebrity | 441 | 165 | 386 | 1,315 | 16,595 | 15,514 |
| Cutlass Ciera | 809 | 3,738 | 608 | 2,297 | 98,421 | 177,301 |
| Lumina | 5,171 | 0 | 4,941 | 19,368 | 113,027 | 0 |
| Pontiac 6000 | 0 | 0 | 0 | 0 | 0 | 29,675 |
| Regal | 2,829 | 3,976 | 3,049 | 11,530 | 59,369 | 120,577 |
| GENERAL MOTORS | 9,250 | 7,879 | 8,984 | 34,511 | 287,412 | 343,667 |
| HONDA | 2,000 | 944 | 1,784 | 7,180 | 62,475 | 32,827 |
| TOYOTA | 450 | 0 | 466 | 1,625 | 11,139 | 0 |
| VOLVO | 180 | 0 | 180 | 643 | 5,974 | 4,513 |
| Total Cars, Canada | 22,596 | 20,787 | 22,130 | 82,805 | 722,883 | 803,170 |

| U.S. TRUCK☆ | Week Ended Sept. 30, 1989 | Week Ended Oct. 1, 1988 | Week Ended Sept. 23, 1989 | Sept. Est. | Jan. 1 to Sept. 30, 1989 | Jan. 1 to Oct. 1, 1988 |
|---|---|---|---|---|---|---|
| Caravan | 2,200 | 1,865 | 2,134 | 9,384 | 79,163 | 71,530 |
| Dakota | 2,100 | 2,413 | 2,217 | 8,597 | 73,796 | 79,815 |
| Caravan C/V | 100 | 234 | 91 | 408 | 5,248 | 10,100 |
| Ram pickups | 2,100 | 2,419 | 2,240 | 8,663 | 73,988 | 58,266 |
| Total Dodge | 6,500 | 6,931 | 6,682 | 27,052 | 232,195 | 219,711 |
| Cherokee | 4,000 | 4,292 | 4,332 | 16,902 | 166,261 | 136,936 |
| Comanche | 500 | 1,007 | 503 | 1,978 | 21,861 | 34,084 |
| Grand Wagoneer | 300 | 0 | 0 | 560 | 8,074 | 10,166 |
| Wagoneer | 100 | 253 | 158 | 482 | 5,999 | 7,868 |
| Total Jeep | 4,900 | 5,552 | 4,993 | 19,921 | 202,195 | 189,054 |
| Voyager | 2,100 | 1,733 | 1,903 | 8,439 | 74,041 | 67,435 |
| Town & Country | 200 | 0 | 120 | 667 | 3,084 | 0 |
| Total C-P Div. | 2,300 | 1,733 | 2,023 | 9,106 | 77,125 | 67,435 |
| CHRYSLER MOTORS | 13,700 | 14,216 | 13,698 | 56,080 | 511,515 | 476,200 |
| Aerostar | 4,402 | 5,073 | 4,131 | 16,541 | 170,173 | 155,109 |
| Bronco | 1,204 | 1,052 | 0 | 3,571 | 56,090 | 41,203 |
| Bronco II | 2,238 | 0 | 2,326 | 6,904 | 88,846 | 94,732 |
| Econoline | 4,204 | 5,574 | 4,003 | 12,140 | 169,226 | 179,098 |
| Mediums/Heavies | 1,294 | 1,295 | 1,304 | 3,840 | 45,912 | 49,736 |
| Light trucks | 10,594 | 11,795 | 7,665 | 38,100 | 398,156 | 368,947 |
| Ranger | 6,831 | 2,594 | 6,404 | 21,782 | 237,516 | 257,852 |
| Total Ford Div. | 30,767 | 27,383 | 25,833 | 102,878 | 1,163,919 | 1,146,677 |
| FORD MOTOR CO. | 30,767 | 27,383 | 25,833 | 102,878 | 1,163,919 | 1,146,677 |
| Astro | 3,263 | 3,458 | 3,111 | 12,651 | 124,066 | 132,566 |
| Blazer | 543 | 739 | 543 | 2,163 | 21,646 | 19,675 |
| Mediums/Heavies | 240 | 0 | 124 | 962 | 8,710 | 15,230 |
| P-Model | 0 | 884 | 804 | 2,182 | 23,707 | 31,102 |
| Pickups | 7,623 | 8,377 | 7,559 | 31,715 | 308,386 | 266,545 |
| S-10 | 4,887 | 6,454 | 4,582 | 17,430 | 197,081 | 229,221 |
| S-10 Blazer | 1,999 | 3,873 | 3,232 | 11,672 | 142,849 | 125,360 |
| Sportsvan/Van | 1,780 | 2,379 | 3,096 | 8,196 | 75,162 | 72,140 |
| Suburban | 1,410 | 1,420 | 1,410 | 5,699 | 59,992 | 52,611 |
| Total Chevrolet | 21,745 | 27,584 | 24,461 | 92,670 | 957,880 | 944,450 |
| Jimmy | 163 | 98 | 163 | 650 | 6,420 | 5,704 |
| Mediums/Heavies | 480 | 0 | 377 | 2,141 | 14,693 | 28,235 |
| P-Model | 0 | 148 | 60 | 205 | 3,201 | 4,133 |
| Pickups | 2,217 | 2,584 | 2,311 | 9,452 | 92,533 | 81,776 |
| S-15 | 1,287 | 1,631 | 1,016 | 5,299 | 46,081 | 52,170 |
| S-15 Jimmy | 561 | 1,160 | 1,518 | 4,214 | 40,933 | 35,231 |
| Safari | 1,037 | 938 | 1,097 | 4,160 | 33,141 | 33,755 |
| Suburban | 708 | 739 | 708 | 2,742 | 24,160 | 23,544 |
| Vandura/Rally Vans | 678 | 534 | 1,166 | 3,079 | 22,239 | 25,883 |
| Total GMC | 7,131 | 7,832 | 8,416 | 31,941 | 277,460 | 290,431 |
| GENERAL MOTORS | 28,876 | 35,416 | 32,877 | 124,611 | 1,235,340 | 1,234,881 |
| NAVISTAR | 1,379 | 1,912 | 1,570 | 6,066 | 60,982 | 64,707 |
| NISSAN | 2,340 | 1,409 | 2,336 | 9,549 | 91,205 | 70,606 |
| AM GENERAL | 450 | 450 | 450 | 1,890 | 17,190 | 17,460 |
| MISCELLANEOUS | 3,000 | 2,300 | 3,000 | 12,600 | 108,600 | 89,240 |
| Total Trucks, U.S. | 80,512 | 83,086 | 79,764 | 313,674 | 3,188,751 | 3,099,973 |

| CANADIAN TRUCK | Week Ended Sept. 30, 1989 | Week Ended Oct. 1, 1988 | Week Ended Sept. 23, 1989 | Sept. Est. | Jan. 1 to Sept. 30, 1989 | Jan. 1 to Oct. 1, 1988 |
|---|---|---|---|---|---|---|
| Caravan | 3,382 | 2,441 | 3,623 | 13,650 | 108,779 | 106,048 |
| Caravan C/V | 204 | 136 | 112 | 727 | 8,550 | 9,609 |
| Ram Wagon | 660 | 591 | 504 | 2,266 | 20,130 | 19,273 |
| Ram Van | 1,690 | 1,814 | 1,916 | 7,309 | 53,361 | 51,983 |
| Total Dodge | 5,936 | 4,982 | 6,155 | 23,952 | 190,820 | 186,913 |
| Voyager | 2,558 | 2,419 | 2,550 | 10,331 | 94,167 | 95,721 |
| Total Plymouth | 2,558 | 2,419 | 2,550 | 10,331 | 94,167 | 95,721 |
| Wrangler | 1,700 | 1,200 | 1,724 | 7,085 | 61,754 | 37,949 |
| Total Jeep | 1,700 | 1,200 | 1,724 | 7,085 | 61,754 | 37,949 |
| CHRYSLER MOTORS | 10,194 | 8,601 | 10,429 | 41,368 | 346,741 | 320,583 |
| FORD MTR. (lt. trks.) | 3,040 | 3,542 | 2,880 | 11,702 | 117,561 | 121,075 |
| Light trucks | 3,406 | 3,506 | 3,515 | 14,093 | 120,588 | 115,662 |
| Vans | 1,414 | 1,344 | 1,315 | 5,242 | 44,267 | 43,949 |
| Total Chevrolet | 4,820 | 4,850 | 4,830 | 19,335 | 164,855 | 159,611 |
| Light trucks | 1,474 | 1,682 | 1,544 | 6,408 | 53,179 | 57,435 |
| Vans | 536 | 911 | 528 | 2,007 | 21,014 | 22,206 |
| Total GMC | 2,010 | 2,593 | 2,072 | 8,416 | 74,193 | 79,641 |
| GENERAL MOTORS | 6,830 | 7,443 | 6,902 | 27,750 | 239,048 | 239,252 |
| NAVISTAR | 200 | 269 | 202 | 834 | 8,620 | 8,622 |
| Total Trks., Canada | 20,264 | 19,855 | 20,413 | 81,655 | 711,970 | 689,532 |
| U.S., Canada Trks. | 100,776 | 102,941 | 100,177 | 395,329 | 3,900,721 | 3,789,505 |

☆—Includes station van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.